News Director's Meeting, October 25, 1969

WTBU, Boston University, Boston, Mass.

Stations present:

WMS, Chris West, Jeff Stein

WVBR, Gary Kaye, Ken Marash

WRUC, Walt Spencer

WBRU, Tom Bryson, Lynne Gozonsky

WPRB, Barry Ahrendt

WTBS, R. Brough Turner

WHRB, Kenneth Jost

WRSU, Ed Ohlbaum

WKCR, Tom Keenan, Jerry Rosenthal, Richard Hsia

WTBU, Rob Goold

(From Ivy Election Unit: George Schweitzer, Deborah Shor, Jessica Edwards, Robin Scott, Val Moore).

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MINUTES - 1

Meeting called to order by Mr. Schweitzer, Executive Producer of the Ivy Election Unit, at 1:10pm.

Mr. Schweitzer picked up from where the Fall Meeting left off as to the time format of the coverage. Because the coverage was sold 'en masse', Ivy stations were committed to take a full 46 minutes per hour (7 minute breaks at :23, and :53). He discussed the importance of all the member Ivy stations working together and thus being firm on their committment to carry their own coverage. There were no objections.

Pre-production was the next topic, Mr. Schweitzer emphasized the importance of a research handbook, compiled by the main Election Unit office with materials that member stations would furnish (each station would be assigned three states to cover fully for the research book). He noted that we had been placed on the mailing lists of all the state committees as well as the national political committees (for all written releases and audio tapes).
WHRB raised the point that the Congressional Quarterly compiles just such a research book and that WHRB found it quite useful in the 1966 election coverage.
Mr. Schweitzer said he'd look into that before committing the stations to doing the reaearch for the handbook.

Another phase of pre-production is the preparation of interviews with the incumbents and announced candidates for the major races. This will include interviews with leading political figures while on the campuses of Ivy stations as well as in their offices in Washington or in their home states.
WVBR has already had interviews with Goodell, Rockefeller, Lowenstein, Soreasen and suggested that other stations take advantage of visiting lecturers who have anything to do with politics, journalism and political comment.
Mr. Schweitzer emphasized that once an interview had been taped, a copy be rushed to the Election Unit office.
Analysis during the coverage was brought up, WVBR suggested that off-year politicians (i.e. Javits, Brooke) be approached as well as writers (Rossiter, Russell Baker) to participate in in-studio analysis. WRSU noted that at Rutgers many government professors gather and analyze the elctions -- perhaps we could switch there for comment. WTBS said that it would be smart to get in contact with politicians, professors, analysts, critics and arrange times when they would be available for comment (phone) both before election night as well as during the broadcast.

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Local stations will be asked to keep names in mind for analysis and comment (before and during broadcast).

Mr. Schweitzer went on to outline the plan of subscribing other radio stations to the broadcast. He suggested that each station find neighboring other stations to feed (the cheapest possible way). Ivy cannot charge any other station for broadcasting the coverage because we will be mentioning Western Electric and AT&T over their air. We will furnish the coverage on a 'trade-off basis'; we give the coverage for free, they just buy the line to the nearest toll-test board (NY, Boston, Phila, Chicago, Wash) or the nearest Ivy station. Most stations agreed that spreading the coverage was a worthwhile idea. Mr. Schweitzer added that the Pacific Coast Radio Network and National Efucational Radio was interested and would most likely also be taking the Ivy feed. WRUC questioned whether adding stations would detract from the Ivy participation, but was reminded by the chair that only Ivy stations would be the participants in the coverage.

Stations were asked for their whole-hearted cooperation in helping to make the Ivy coverage a success. Auditions for airstaff would be held at a later date, but each station should be looking for all staff members interested in helping out in any phase of the overall operation. A producer/director is needed from each station, he will coordinate all phases of the operation from the member station.

Mr. Schweitzer emphasized the establishment of the Ivy Network as a recognized national election radio network -- through publicity and introductory letters this will be done. WKCR suggested that Ivy get as many press credentials as possible.

Polls taken on the campuses of the member stations was discussed as another part of pre-production. The questions will be formulated to help us in our direction of broadcast as well as in the questions to ask the candidates. It was emphasized that accuracy and speed be remembered when local stations receive the polls. UPI likes the idea of Ivy as the representative voice of college students for the 1970 elections (helping to publicize Ivy and the coverage). A deal with UPI is in the works.

Mr. Schweitzer made it clear that although all the planning is coming from his office at WTBU, all stations are equal contributors to the broadcast and many parts of pre-production will be assigned to other stations.

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MINUTES - 3

Debbie Shor, from WTBU, outlined the publicity campaign for the election coverage. Press kits will be sent out after the first of the year -- most major news magazines, newspapers, trade papers and magazines, local radio and tv talk shows and even some network coverage will be the focus of the publicity campaign. Local stations were asked to send biographies of their election coverage personnel to the PR department (for release in local papers). A member from each station will be needed to handle the publicity from that area.
A memo to all stations will be forthcoming from the Election office regarding publicity.

Mr. Schweitzer concluded the election coverage discussion by stating that 'we cant do much more until I get the money'.

The News Network was the next order of business. Mr. Schweitzer read IVY's proposal for an informal news network as well as the minutes from the Fall Meeting when the same topic was discussed.
A few operating procedures had to be cleared up concerning the length of the tape on the machine and the times when it can be available to each station. After discussion it was agreed that there would be a ten-minute capacity on the machine. WTBS and WRSU would set up times for each member station to call in to record the pieces of the day. No updating -- only one set of reports per night. MIT and Rutgers will handle the whole operation and assured Ivy that responsible people will be in charge. WRSU suggested that Ivy pay for the daily call between WTBS and WRSU. No deadline was set for the start of operation, but Mr. Schweitzer suggested that it should be done as soon as possible, pending delays in equipment orders (agreed by WTBS). A standard close-cue..."This is -- --, at -- --, for the IVY NETWORK" was agreed upon.
MIT and Rutgers would get to work immediately on ordering the equipment (working with the $500 allotment from Ivy). They will send out more information later on.

The New York Mayoralty election was discussed by WKCR, who is planning extensive coverage. Because line charges to all member stations would be too costly, an updated report will be available every hour from WKCR to all Ivy stations (via phone). WKCR asked if Ivy could help pay costs of a few lines. A vote was taken: unanimous suggestion to the network that it help subsidize WKCR as they were performing a service to all network stations.

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Mr. Schweitzer will contact Roger Lustberg concerning the WKCR proposal.

November 15th Washington March was the next topic. WKCR reported that WAMU (American University) was doing extensive coverage and making it available to all stations. Also the NYU network (who covered the Oct. 15 happenings) was thinking about doing another coverage for November 15. WVBR will be sending newsmen to Washington and making their reports available.
After some discussion it was agreed that Ivy would not do any major coverage and each station was left 'on its own'.

Before adjournment, WVBR suggested that the Ivy Network stations should receive more nationwide recognition. He compared the situation to the Ivy League newspaper editors who usually get together on an important issue and make some sort of collective statement. Mr. Schweitzer agreed that the 'voice of the campuses' should be recognized equally. WVBR suggested that the station managers or news directors get together and "be heard". It was agreed that because of the election coverage and the news network, we were heading into the direction where we would be in a position to be heard. This topic was something to be 'thought about'.

With no more new business, WTBU moved for adjournment, seconded by WKCR (adjournment at 3:05pm)